



Brad Little, Governor
Tom Kealey, Director

Idaho Travel Council Virtual Meeting
Thursday, Mar 18, 2021 | 9:00 am to 12:00 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/3288596363?pwd=N0lieFpwdFpGN0NhM1RITFc2UGN1UT09>

Public Meeting Location: Len B. Jordan Bldg., 650 W. State Street, Boise, in the basement, across from the cafeteria, conference room 09. Seating is limited, only 9 seats are available, seating is first come first serve, contact [Diane Norton](#) to reserve a seat. The public is encouraged to participate via ZOOM.

Idaho Travel Council Members Present	Commerce Staff Present
T- Richard Shaffer, Multi-Region	T- Tom Kealey, Director
T- Mike Fitzpatrick, (Chair) Region VII	Matt Borud, Marketing and Innovation Officer
T- Kayoko Magnus, Region I	T- Diane Norton, Tourism Manager
T- Art McIntosh, Region II	T- Holly Stevenson, Grants
T- Pat Morandi, (Vice-Chair) Region III	T- Tina Caviness, Analyst Associate
T- Shawn Barigar, Region IV	T- Laurie McConnell, Sr. Public Information Officer
T- Jeffery Glissendorf, Region V	T- Nancy Richardson, Sr. Tourism Specialist
T- Lonnie Allen, Region VI	T- Amy Alpers, Tourism Specialist
	T- Andrea Rayburn, Tourism Specialist
	T- Cristin Wondergem, Tourism Specialist
T - Teleconference	

Mike Fitzpatrick, Chair called meeting to order at 9:02 am

Welcome

Welcome ITC, Tourism team and participants. Thank Amy Alpers for everything she has done for the Idaho Tourism industry and best wishes on her new adventure.

Approval of meeting minutes

Action item

January Meeting Minutes – Mike Fitzpatrick, Chair

Motion: Mike Fitzpatrick

Seconded: Lonnie Allen

All in Favor

Motion approved

Introductions – Mike Fitzpatrick, Chair

Mike Fitzpatrick, Chair - Welcome Director Tom Kealey

Commerce update

Director Tom Kealey

- Virtual Governor's Trade Mission
- Test Reactor, Cyber Security
- New Office at Commerce; Broadband
- Hospitality in Idaho is strong
- Low unemployment levels
- Legislative outlook
 - Lowering taxes

- Building Idaho's Future
- Federal Stimulus
- Infrastructure
 - Broadband
- Rebound outlook is strong
- Broadband Task Force
 - Grants
 - Commerce budget

Program and Collections Update

Matt Borud

- Lodging Tax Collections
- Monthly Lodging Tax Collections
- Regional Projections
- STR and Air DNA Census
- Available Vacation Rental Listings
- Regional Vacation Rental Growth
- Traditional Lodging Occupancy %
- Vacation Rental Occupancy %
- Traditional Lodging and Vacation Rental ADR \$
- American Rescue Plan
 - Restaurant Revitalization Fund
 - Shuttered Venue Operators Grant
 - State and Local Funds
 - EDA Funds / 25% Tourism

Madden Media Update

Dan Janes and Addy Coleman

- Visit Idaho Prime Campaign
 - Campaign and Media Strategy
 - Check out VI videos: <https://visitidaho.org/breakaway/> #Breakaway
 - Visit Idaho Giphy <https://giphy.com/visitidaho>
- Strategic Investments
- Website Traffic YTD (2021 vs. 2020): Overview
 - States
 - Top Things to Do
- Strategic Approach
 - Visit Idaho Investment
 - Co-op Management and Media Placement
 - Visit Idaho Co-Op Coordinator, Sam Hettinger
 - Visit Idaho Campaign Extension
 - DMO Core Campaigns
 - Idaho Channel Opportunities
 - Co-Op Process
 - Budget Request Template

Red Sky Update

Jessica Flynn

- Pitch calendar
 - Jet boating
 - Mountain Biking

- Bird watching/Wildlife viewing
- Cultural experiences; Native American, Basque
- Roadtrips
- Virtual Desksides
- 64 new direct flights from 25 locations
 - Opportunities to collaborate with the airlines
- Newsletter
- Travel Responsibly

Grant updates

Action item

Holly Stevenson

- Grants and Contracts Team
- Membership Allowability
 - Examples presented at the May meeting
- Monitoring Update
 - 2020 ITC Grantee Monitoring Report
 - 2021 ITC Application Dates
 - 2019 ITC Grant Reversions
 - Training webinars coming this summer
- Scope of Work Change

North Central Idaho Travel Association request to amend the 20-II-02 scope of work

Motion: Art McIntosh

Seconded: Lonnie Allen

All in favor

Motion approved

Other Discussion

Mike Fitzpatrick, Chair

- ITC Council regional updates
- Proposal for an Idaho Golf Trail
 - Diane Norton and Matt Borud – Currently fact finding

Future Meetings

- Mike Fitzpatrick highly recommending for the Council to do the next Grant Awards in person.
 - Diane Norton will research and send out recommendations to the Council
- Coffee Talks will resume | March 25, April 8, 15, and 22 | 9:30 a.m. – 10:30 a.m. We conclude Fall 21
- ITC Meeting & Grant Presentations | Thursday, May 6 & Friday, May 7
- ITC Grant Awards - July 26-27
- ICORT will be October 4 – 6, 2021 at The Riverside Hotel, Boise. Registration is \$250.00 pp.

Adjourn Meeting

Action item

Mike Fitzpatrick, Chair adjourned meeting 12:00 pm

Motion: Art McIntosh

Seconded: Pat Morandi

All in favor

Motion approved